

October 15, 2013

APPROVED BY


DEPARTMENT DIRECTOR

FROM:  MIKE SANCHEZ, Assistant Director
Development & Resource Management Department

SUBJECT: CONSIDERATION OF A REQUEST TO RENAME A PORTION OF EAST HOME AVENUE, BETWEEN NORTH MAPLE AVENUE AND NORTH BACKER AVENUE, TO NORTH IRRITEC WAY; A PORTION OF EAST PINE AVENUE, BETWEEN NORTH MAPLE AVENUE AND NORTH BACKER AVENUE, TO NORTH IRRITEC WAY, AND A PORTION OF NORTH BACKER AVENUE BETWEEN EAST PINE AVENUE AND EAST HOME AVENUE TO NORTH IRRITEC WAY

RECOMMENDATION

Upon evaluation by staff, the proposed Street Name Change Application No. SNC-2014-001 is recommended to the Planning Commission, for consideration of the following actions:

1. RECOMMEND APPROVAL to the City Council the environmental finding of No Possibility of Significant Adverse Effect through Environmental Assessment No. SNC-2014-001 dated June 24, 2014.
2. RECOMMEND APPROVAL to the City Council of Street Name Change Application No. SNC-2014-001 to rename the portion of East Home Avenue between North Maple Avenue and North Backer Avenue; the portion of East Pine Avenue between North Maple Avenue and North Backer Avenue; the portion of North Backer Avenue between East Home Avenue and East Pine Avenue, to North Irritec Way, as depicted on attached Exhibit 1 and Exhibit 2.

EXECUTIVE SUMMARY

Daniel Eisenberg, president of Irritec USA, Inc., has filed Street Name Change No. SNC-2014-001 which is a request to rename the portion of East Home Avenue between North Maple Avenue and North Backer Avenue to North Irritec Way; the portion of East Pine Avenue between North Maple Avenue and North Backer Avenue to North Irritec Way; the portion of North Backer Avenue between East Home Avenue and East Pine Avenue, to North Irritec Way. The applicant has proposed the application as allowed pursuant to Section 12-1104 of the Fresno Municipal Code (FMC), which allows the naming of streets for the purpose of honoring or calling attention to persons or places having special prominence and significance to the culture or the history of the city.

PROJECT INFORMATION

PROJECT	Street Name Change No. SNC-2014-001 is a request to rename the portion of East Home Avenue between North Maple Avenue and North Backer Avenue to North Irritec Way; the portion of East Pine Avenue between North Maple Avenue and North Backer Avenue to North Irritec Way; the portion of North Backer Avenue between East Home Avenue and East Pine Avenue, to North Irritec Way. (see Exhibit 1)
APPLICANT	Joe Guagliardo, representing Daniel Eisenberg and Irritec USA, Inc.
LOCATION	The east side of Maple avenue between East Mckinley avenue and East Olive avenue, adjacent to 1420 North backer Avenue (APN: 453-160-02) (Council District 7, Councilmember Olivier)
SITE SIZE	Approximately 0.25 mile of public right-of-way
LAND USE	Existing - Public street Proposed - Public street
ENVIRONMENTAL FINDING	No Possibility of Significant Adverse Effect dated July 24, 2014
STREET NAME REVIEW	The subject application was reviewed by the City of Fresno Street Name Committee, Development and Resource Management, Fire, and Public Utilities Departments; said entities do not support this application
PLAN COMMITTEE RECOMMENDATION	The District 7 does not maintain a Plan Implementation Committee.
STAFF RECOMMENDATION	Recommend approval of street name change.

ENVIRONMENTAL FINDING

An environmental assessment was prepared for this project in accordance with the requirements of the California Environmental Quality Act (CEQA) Guidelines. This process included the distribution of the project proposal for comment from other responsible or affected agencies and interested organizations.

Environmental Assessment No. SNC-2014-001, resulting in a finding of No Possibility of Significant Adverse Effect, was prepared on July 24, 2014. That assessment found that the street name change request was subject to the provisions of Section 15061 of the CEQA guidelines. Section 15061 of the CEQA guideline provides for the exemption of any project which will clearly have no significant effects on the environment. Given that the proposed street name change will not result in a physical change in the environment, staff determined that the changes will clearly have no significant effects on the environment.

BACKGROUND / ANALYSIS

Joe Guagliardo, representing Daniel Eisenberg and Irritec USA, Inc., has filed the subject application which is a request to rename the portion of East Home Avenue between North Maple Avenue and North Backer Avenue to North Irritec Way; the portion of East Pine Avenue between North Maple Avenue and North Backer Avenue to North Irritec Way; the portion of North Backer Avenue between East Home Avenue and East Pine Avenue, to North Irritec Way. The applicant has proposed the project as allowed pursuant to Section 12-1104 of the FMC, which allows the naming of streets for the purpose of honoring or calling attention to persons or places having special prominence and significance to the culture or the history of the city. Irritec USA, Inc., currently operates its manufacturing and warehousing facility on approximately 18 acres of property generally located on the east side of North Maple Avenue between East McKinley Avenue and the East Floradora alignment.

Irritec is one of the top five irrigation manufacturers in the world serving more than 90 countries worldwide with manufacturing facilities in Italy, Spain, Mexico, Brazil and the United States. Irritec creates high quality irrigation products utilizing proprietary technologies in molding and extrusion together with an internal R&D department that designs and develops new products to meet the needs of the irrigation industry. Following the successful introduction of its' products into North America, Irritec decided to directly serve the US and Canadian markets with their state-of-the-art products and solutions for drip irrigation. Therefore, in August of 2009 Irritec established its initial office in Fresno.

Based on the success of that office, Irritec made the decision to establish the North American headquarters for Irritec in Fresno, CA. To that end, Irritec purchased a 20 acre of property in central Fresno that had been sitting vacant for many years. With the purchase of the property, Irritec made a commitment to develop a state of the art manufacturing facility and to improve the area.

At this point in time, Irritec is manufacturing a wide variety of products on site that are sold throughout the world. Buildings that were once eyesores have been demolished and a modern industrial park is planned for the western portion of the property. This industrial park will provide opportunities for new businesses to locate in Central Fresno and also create new job opportunities in an area that has been bypassed and underserved for many years.

The applicant's representative, Mr. Joe Guagliardo, has provided a letter that indicates that Irritec USA, Inc. has made donations to the following entities:

Mountain Empire Men's Club (located In Pine Valley), Gymnastics Beat, Arte Americas, California Odyssey Soccer Club, Aphesis Apostolic Ministry, and Buchanan High School Cross Country (located in the city of Clovis). In addition, Irritec USA, is close to finalizing documentation that will allow sponsorship of the Martin Ray Reilly Neighborhood Park located on the east side of Chestnut Avenue, just south of State Route 180. Irritec USA, Inc. is also in discussion with Fresno Metropolitan Ministries regarding sponsorship to their Community Gardens program.

Existing Addresses on North Backer Avenue

Should the subject application be approved, several buildings located on the site will need to change their mailing address. Irritec USA, Inc. owns and maintains three (3) addresses located and identified to the site, as well as one (1) utility service address. All four (4) addresses are located with the 1420 North Backer Avenue address. The City of Fresno will notify various City Departments and outside agencies of an address change, including: the Police Department, Fire Department, Public Utilities Department and outside agencies including the U.S. Postal Service and Sheriff's Department.

Address Change Fee & Change of Street Name Signs

Should the subject application be approved, the project applicant will be required to pay a fee of \$208 per address, to pay for the City cost to process the change of an address for each location. This process includes the notification of various City Departments and outside agencies, including: the Police Department, Fire Department, Public Utilities Department and outside agencies including the U.S. Postal Service and Sheriff's Department. As noted above, there are 4 locations that will require a change of address, resulting in a fee of \$832 [4 x \$208].

There are a minimum of four street name signs in the field that will need to be replaced should this application be approved. Actual installation, manufacturing, placement, number, and type of signs to be determined by the city of Fresno. The cost to manufacture and install the street name signs is the responsibility of the project applicant.

Safety Review

During the review of the subject application, staff consulted with various City departments that comprise the city's addressing committee, including, the Development and Resource Management Development, Fire, Business Licensing, and Public Utilities Departments; several concerns were raised to this proposed street name change. These concerns have been resolved.

The proposed street name change, as described above, is a relatively short street in the city of Fresno, composed of three (3) portions of city streets, with an entire length of approximately 0.25 of a mile. On the south end, it begins at the intersection of North Maple Avenue and East Pine Avenue and continues eastbound along East Pine, in an easterly direction, ending at the intersection of East Pine Avenue and North Backer Avenue. It then continues northbound on

North Backer Avenue until it comes to the intersection of East Pine Avenue and North Backer Avenue. It then continues westerly, westbound on East Pine Avenue, until it intersects with the main collector street, North Maple Avenue. Even though Maple Avenue and North Irritec Way will intersect at two locations, they are 240 feet apart and staff is requiring that all buildings be clearly addressed.

Council District Plan Implementation Committee

There is no District 7 Plan Implementation Committee.

NOTICE OF PLANNING COMMISSION MEETING

The Development and Resource Management Department mailed notices of this Planning Commission hearing to surrounding property owners and tenants within 350 feet of the subject street alignment; see Exhibit 4 showing properties receiving notice.

CONCLUSION / RECOMMENDATION

Pursuant to the requirements of Article 11 of Chapter 12 of the Fresno Municipal Code, "Street Name Procedure", and subject to the analysis noted above, staff recommends consideration of the proposed street name change by the Planning Commission. Therefore, staff recommends that the Fresno City Planning Commission consider the following:

1. **RECOMMENDATION APPROVAL** to the City Council the environmental finding of No Possibility of Significant Adverse Effect through Environmental Assessment No. SNC-2014-001 dated July 24, 2014.
2. **RECOMMENDATION APPROVAL** to the City Council of Street Name Change Application No. SNC-2014-001 to rename the portion of East Home Avenue between North Maple Avenue and North Backer Avenue; the portion of East Pine Avenue between North Maple Avenue and North Backer Avenue; The portion of North Backer Avenue between East Home Avenue and East Pine Avenue, to North Irritec Way, as shown on attached Exhibit 1.

Attachments: Exhibit 1, Map depicting Street Name Change proposal
 Exhibit 2, Aerial Map depicting Street Name Change proposal
 Exhibit 3, Aerial Map depicting Identical Intersections
 Exhibit 4, Map Showing Property Owners Receiving Notification of Hearing
 Environmental Assessment No. SNC-2014-001, dated July 24, 2014

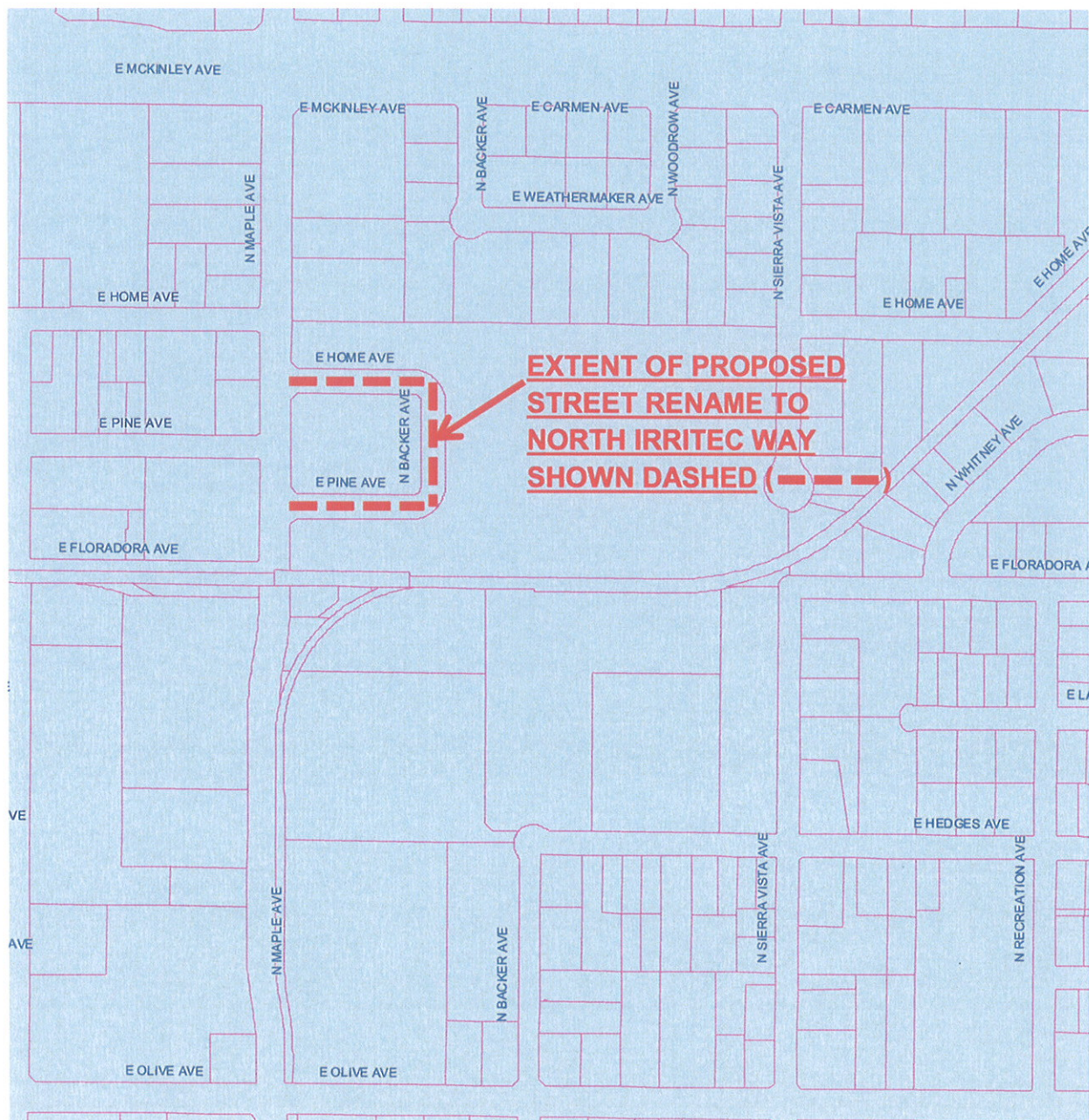
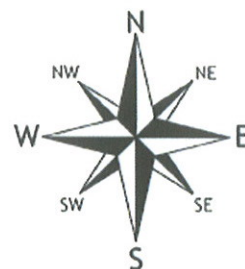


EXHIBIT "1"

VICINITY MAP



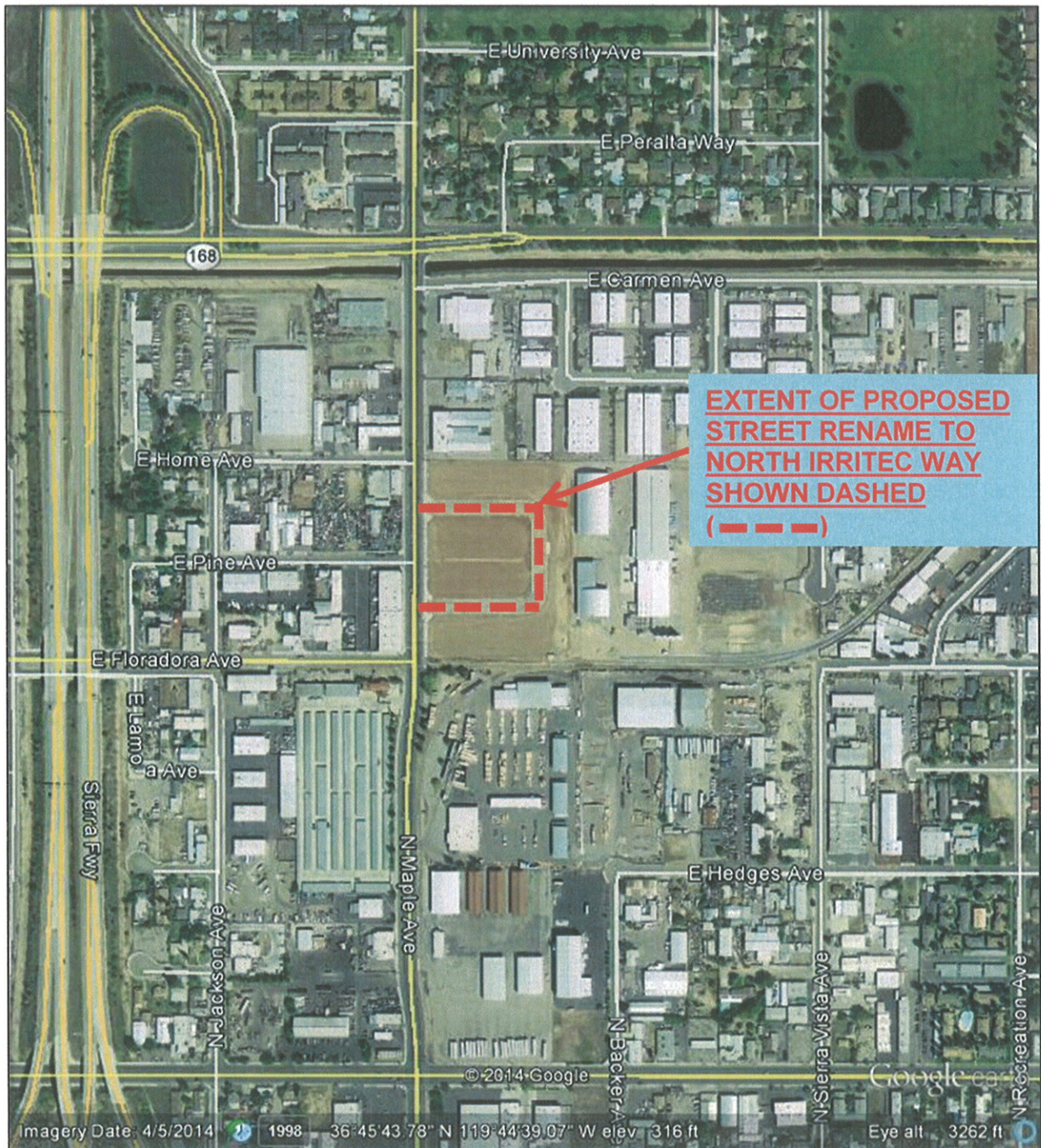


EXHIBIT "2"

AERIAL MAP



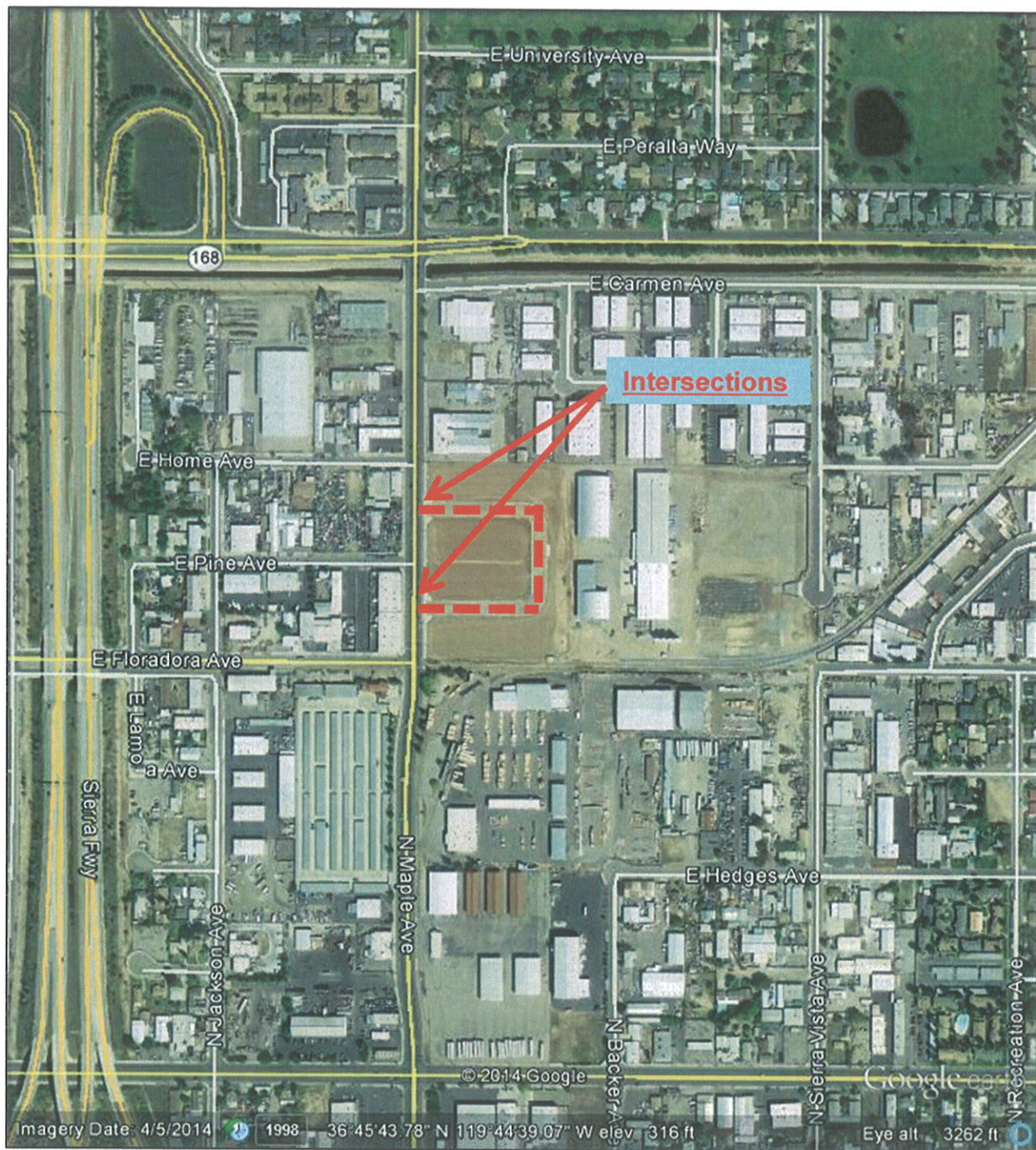
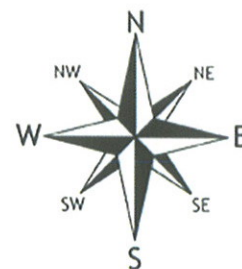
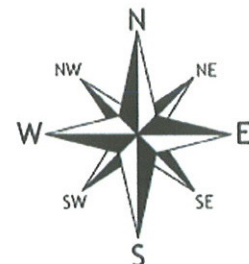


EXHIBIT "3"
IDENTICAL INTERSECTIONS



A map of the study area in the University City neighborhood of San Diego. The map shows a grid of streets. Cedar Ave runs vertically on the left. 163 Fwy runs vertically in the center. Maple Ave runs vertically on the right. McKinley Ave runs horizontally across the top. Olive Ave runs horizontally across the middle. Chestnut Ave runs horizontally across the bottom. 160 Fwy runs horizontally at the very bottom. A red shaded area is located in the center, bounded by Cedar Ave, 163 Fwy, Maple Ave, and McKinley Ave.

MAILER MAP



**CITY OF FRESNO
NO POSSIBILITY OF SIGNIFICANT ADVERSE EFFECT
ENVIRONMENTAL ASSESSMENT NO. SNC-2014-001**

APPLICANT: Daniel Eisenberg
1420 North Backer Avenue
Fresno, CA 93703

PROJECT LOCATION: The portion of East Home Avenue between North Maple Avenue and North Backer Avenue; the portion of East Pine Avenue between North Maple Avenue and North Backer Avenue; The portion of North Backer Avenue between East Home Avenue and East Pine Avenue. (APN: 453-160-02)

PROJECT DESCRIPTION: The applicant proposes to rename the portion of East Home Avenue between North Maple Avenue and North Backer Avenue; the portion of East Pine Avenue between North Maple Avenue and North Backer Avenue; The portion of North Backer Avenue between East Home Avenue and East Pine Avenue, to North Irritec way.

This project is exempt under Section 15061 (B) (3) of the California Environmental Quality Act (CEQA) Guidelines. None of the exceptions to Categorical Exemptions set forth in the CEQA Guidelines, section 15300.2 apply to this project.

EXPLANATION: The State Guidelines for the implementation of the California Environmental Quality Act provide for the exemption of projects which will clearly have no significant effect on the environment. More specifically, Section 15061 (B) (3) of the CEQA Guidelines states: "...CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA."

Given that the proposed street name change will not cause a physical change to the environment, it has been determined that the above-referenced project falls within the purview of Section 15061 (b) (3) and is, therefore, exempt from CEQA.

Date: July 24, 2014

Prepared By: Christopher Preciado, Planner

Submitted By


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